

Pakistan

INCORPORATING TOURISM AND CULTURAL HERITAGE PROMOTION IN THE PRIVATE SECTOR DEVELOPMENT STRATEGY FOR PAKISTAN

Private sector development

Stand alone initiative

Task Manager: Isfandyar Zaman Khan

Year of ITFCSD grant approval: 2004

Status: active

Grant amount: USD 175,000

Disbursements: ---

Commitments: ---

The proposed ITFCSD grant is intended to help the Government of Pakistan in incorporating the appreciation, the promotion and use of its valuable cultural assets in the definition of its private sector development strategy. The possibility to foster tourism and other cultural heritage related activities, as the outstanding traditional handicraft production, rests on the country's capacity to promote itself as the cradle of one of the oldest established civilizations in the world. The leverage of the rich cultural patrimony would in particular help the country in changing the negative image that is affecting its attractiveness among foreign investors, who are critical to long term growth and technology transfer, and endangering the progresses made by the macro economic environment.

The World Bank, with the support of ITFCSD, will complete an assessment of the country's tourism potential, and assist the country in designing, on its basis, a strategy for tourism development and handicraft promotion in the identified selected areas.

The selection of the team of international consultants has started in May 2004, and it's supposed to be completed by the end of the month.